

FINAL

Bureau Enterprise Architecture (BEA) FY07 Communications Plan

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PURPOSE

This communications plan summarizes the importance of communicating Bureau Enterprise Architecture (BEA) services through a common message to the Bureau of Land Management (BLM), describes the various communication methods and frequency of each method the team is providing to its customers, and helps readers understand the common message through which the BEA Team strives to reach its customers.

IMPORTANCE OF BEA COMMUNICATIONS

Utilizing proven Enterprise Architecture (EA) services is essential to BLM business owners. Business owners are our key customers and are interested in cost savings, efficiency, quality and service, while adhering to Information Technology (IT)-related policy directed by the department. Given these business priorities, the BEA assists key customers to meet their future goals. EA services are equally imperative during the early stages of the Capital Planning and Investment Control (CPIC) lifecycle. This lifecycle helps utilize available IT funds to achieve future goals and objectives that are relevant to the BLM business priorities.

The BEA provides various communication means to deliver a common message to a wide range of audiences, both internal and external to the BLM, by helping direct, recommend, encourage, motivate, and assist business owners with processes and performance results through real action and invaluable services. BEA services are communicated in a concise, easy-to-learn manner to senior management, system owners, and general audiences to get their buy-in for process improvement, data standardization, methodology for business transformation (MBT) and technology optimization.

METHODS FOR COMMUNICATING BEA SERVICES

Spotlight Tidbits

Frequency: Monthly

Audience: BLM Chief Architect, Assistant Director, Information Management, Deputy State Directors, Portfolio Managers, Field Committee, CIO Council, Group Managers, Business Owners and any other topic-specific recipients (as directed by the BLM Chief Architect)

The Spotlight Tidbit articles have been written and posted onto the BEA's intranet website monthly since early 2006 and have been a proven addition to BEA communications. This method of communicating has provided one location for communicating current work focuses, future assessments, and final accomplishments, while drawing attention to other related areas of interest. The Tidbits allow BLM management to review BEA progress on current and future task involvement, while focusing on the overall value of EA services. The Spotlight Tidbits will continue to be posted monthly, or at the discretion of the BLM Chief Architect, and the topics will continue to be driven by current team members and approved by the BLM Chief Architect. So that the very latest information is available, content is supplied to the communications lead by the BEA team subject matter experts (SMEs) involved in the work. For the latest Tidbit, refer to: <http://web.blm.gov/bea/comm/index.htm> (BLM intranet)

Advantages of the Spotlight Tidbits:

- **Small focused articles** that explain a status, an accomplishment, the value and/or the benefits of a specific BEA service at a business level.
- **Notification source for upcoming tasks and activities.** For example, the DOI TRM 4.0 update, or the National Operations Center (NOC) stand-up.
- **Focuses on areas in which the BEA is engaged.** For example, MPNBlueprint activities, WO-500 IT Baseline Project, the newly revamped BPR Methodology, and ultimately what the BEA services are being provided for each activity.
- **Separation of outreach** materials for various organizations or audience levels.
- **Related links** to encourage and direct where further research can be done.
- **Printable Information sheets and brochures** are available for a quick view/print of a particular BEA topic.
- **Other communications** as determined on an on-going basis by the BLM Chief Architect.

BEA Websites

Frequency: On-going (daily, weekly, monthly)

Audience: Intranet (internal only to BLM) and Internet (external facing to outside the BLM)

The BEA Intranet and Internet websites are maintained by the BEA communications lead, along with the assistance of the BLM Chief Architect and content experts. A total revamp was performed on both sites during June-August 2007 which resulted in a fresh look and feel on both sites. The use of Communiqué software, at the direction of WO-600 Communications, drove the external web redesign (outward facing) to a common redesign. More information on this redesign can be found [here](#). The BEA intranet redesign was directed by the BLM Chief Architect and Assistant Director of IRM.

Like a revolving door, fresh content is posted onto pages and old content gets archived off as much as possible. The BEA websites are another electronic means for getting BEA information out internally and externally. All posted external information is approved by the BLM Chief Architect. Refer to: (intranet) <http://web.blm.gov/bea/> and (internet) <http://www.blm.gov/ba>.

Additional website maintenance is handled by the BEA Communications task the: [Enterprise Geographic Information Systems \(EGIS\)](#), [Management Planning and NEPA \(MPN\) Blueprint](#), the [BLM Email Efficiencies Guide](#) website, and the up-and-coming revamp of the Records Management (WO-570D) website. These are all created and maintained at the discretion of the BLM Chief Architect.

BEA Architecture-Focused Presentations and Materials

Frequency: As required (daily, weekly, monthly)

Audience: Examples: Information Technology Investment Board (ITIB), Investment Review Board (IRB), CTO Council, Business Process Improvement (BPI) sponsors, field committee members, ARB members, Information Resources Management (IRM) Assistant Director, etc.

As directed by the BLM Chief Architect, emphasis is put on “professionalizing” presentations to a high standard (and sometime specific format), including other materials that are created for focused audiences. Examples of these presentations and materials are:

- ITIB presentations and other high-visibility presentations;
- BEA status and accomplishment presentations;
- Presentations for specific BEA tasks, for example, Business Process Improvement (BPI) or Modernization Blueprint activities, and
- Specific presentations created for the Assistant Director.

Other Materials

Other materials containing pertinent information about BEA tasking and services, as directed by the BLM Chief Architect, fall into this category. These materials include, but are not limited to:

- **Brochures** — Hard copy brochures describing, in detail, a specific topic (e.g., “Understanding BEA”) that can be used as handouts for new or existing customers. In addition, a BLM Email Efficiencies Guide brochure was created and distributed BLM-wide in October 2006.

Information sheets — Documents describing a specific topic using a common language (e.g., BPI, Data, Applications, Modernization Blueprints, EGIS and Technology).
- **Booklets and User Guides** — The BLM Email Efficiencies Guide was created online and a color brochure was created and distributed to the BLM.
- **Reusable graphics** — Graphics used in presentations and documentation that contain a common message seen in other places.
- **Article Submissions** — For example, articles provided to the Interior Enterprise Architecture (IEA) communication mediums.
- **National Operations Center (NOC) and re-organization** — Communication measures for this task have currently not been defined, but may create future work when determined.
- **Webcasts** — Possible future activity.

MATURITY OF BEA COMMUNICATIONS

BEA Communications has evolved into a significant asset for the BEA Team by providing presentations, graphics, writing and editing services to the BLM Chief Architect, task leads within the BEA group, and the BLM IRM organization. Branching out to groups outside the BEA has allowed the Communications Task to participate in the strategic plans for the IRM and has proven to be advantageous as BEA publications are further aligned with the BLM “common language” across all BLM communication facets.

Common Taxonomy for Communicating

It is essential that the BEA clearly and concisely communicates the services and products the team offers to BLM managers and users. The team has to ask themselves:

- “How do our services solve problems?”
- “What makes our services different?”
- “How are we helping the BLM save money, heighten quality standards, and become more efficient and customer service-oriented?”

These questions can only be understood if answered in familiar and common terms to the specific audience level. As a result, it stimulates better buy-in of architecture services by the BLM managers and users.

The BEA communications role supports commonality across the BEA tasks by:

- Providing standard publishing templates for various communications mediums;
- Reviewing task deliverables, as required, to ensure each is written in accordance with the overall BEA communications message;
- Developing professional presentations, deliverables, and handouts, thereby leveraging fundamental principles of reuse; and
- Providing assistance with deliverable development by graphically identifying the customers’ ideas, and identifying the style of each product being delivered.

SUMMARY

The BEA Team strives to deliver a common message that formulates the value and benefits of utilizing an IT architecture services approach in business, thereby making processes more efficient, less redundant and cost saving for future goals. In order to communicate this message to BLM and DOI managers, the team continues educating and informing key audiences and uses recent accomplishments as examples of the value of services provided. These proven accomplishments and satisfied customers serve as the best outreach tool for the BEA Team.

Bureau Enterprise Architecture (BEA)
FY07 Communications Plan

Document Abstract

Architecture Area:	MD	Contract Number:	NBD020221
File Code(s)	BEA	Task number:	2
Subject Function Code(s):	1230		
This communications plan describes BEA communications, standard taxonomy use, and the methods for communicating the BEA message to various audience levels.			

Revision History

Doc Status	Content as of Date	Author	Description of edit	Filename/lineage
WIP	6/19/07	wstedman	Update to FY06 BEA Communications Plan	fy07_comm_plan_060619.doc
WIP	6/20/2007	Hkarlson	Initial QA	fy07_comm_plan_060619.doc
FINAL	8/16/07	hkarlson	Final approval	fy07_comm_plan_070816.doc